

Council Meeting of
May 22, 2007

Honorable Mayor and Members
of the City Council
City Hall
Torrance, CA

Members of the Council:

SUBJECT: Human Resources - Approve a Purchase Order with Just Rewards for Rideshare Program incentives. Expenditure: \$80,000

RECOMMENDATION

It is the recommendation of the Human Resources Director that the City Council approve a Purchase Order to Just Rewards for Rideshare Program incentives in the amount of not-to-exceed \$80,000 from July 1, 2007 to June 30, 2008.

FUNDING

Funding of \$59,000 is available from the Air Quality Management District Fund (AB 2766) and \$21,000 from the Proposition C Funds.

BACKGROUND AND ANALYSIS

The City of Torrance has had an employee Rideshare program for over 15 years in compliance with the South Coast Air Quality Management District's (AQMD) Rule 2202. This program also includes a multi-employer vanpool component. The Rideshare Program has been very successful achieving the AQMD's goal of 1.50 average vehicle ridership (AVR). This goal translates to reducing 33 percent of the vehicles arriving to the work site between 6:00 and 10:00 a.m., Monday through Friday.

Central to the program's success is the rideshare incentives, which employees receive for using alternative forms of transportation, instead of solo driving, including carpooling, walking, public transit, vanpooling, and bicycling. Just Rewards provides incentive items such as gift certificates from various companies, most of which have locations in Torrance.

Section 22.3.17 Exception; Sole Source Purchases states a) "The provisions of this Article will not apply to purchases of sole-source services or property, which purchases will be made in accordance with such procedures and regulations as will be established by the City Manager." This purchase order with Just Rewards is sole-source as their

services are unique. They are able to provide a clearinghouse of incentive items at a very low cost reducing staff time and program resources.

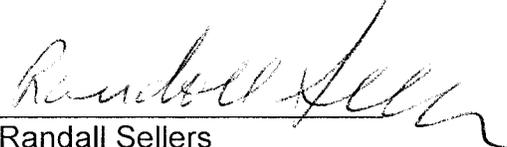
Adequate funds exist in the City's AB2766 and Prop C allotments to support this purchase order. AB2766 funds are allocated to the City by the AQMD from vehicle registration fees and are restricted in use to only programs that eliminate emissions from mobile sources. Prop C funds are tax revenues earmarked for use by cities in developing and/or improving local public transit, paratransit, and related transportation infrastructure such as the City's multi-employer vanpool program. No City General Fund monies are used for this program.

Continuation of the program is essential to maintain the City's goal to reduce traffic congestion and improve air quality. Just Rewards will help ensure that the program remains successful, not only by providing incentives that are valuable to employees, but also by reducing City staff time which otherwise would cause the program to be too labor intensive to manage.

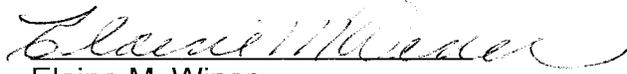
Respectfully submitted,

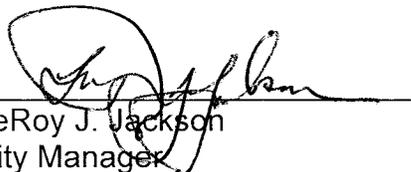
ELAINE M. WINER
HUMAN RESOURCES DIRECTOR

By


Randall Sellers
Risk Manager

CONCUR:


Elaine M. Winer
Human Resources Director


LeRoy J. Jackson
City Manager